

AT&T

NEWS

NEWSBRIEFS

THE AT&T WORLDWIDE INTELLIGENT NETWORK set a record calling volume in 1995 handling 61,605,827,329 calls, surpassing 1994's volume of 55,592,647,021 calls.



THE NAVY EXCHANGE SERVICE COMMAND awarded AT&T units a 10-year, \$1.5 billion contract to provide communications services to Navy, Marine Corps and Coast Guard personnel stationed at U.S. bases around the world. The contract was the company's biggest win of 1995. (Story page 3.)

AT&T LOOKS TO EMPLOYEES to help collect and maintain records of importance to the business. (Story page 4.)

NETWORK SYSTEMS GROUP signed an agreement to buy the wireless and transmission equipment arm of Philips Electronics, enhancing its line of synchronous digital hierarchy transmission equipment and Global System for Mobile Communication wireless products. (Story page 7.)

AT THE CONSUMER ELECTRONICS SHOW,

Consumer Products rolled out two innovative telephone systems, one can gather messages individually for multiple users. (Story page 7.)



THE "BLIZZARD OF '96" VIRTUALLY shut down the East Coast during the second week of January, but the record snow fall didn't stop dedicated AT&T people who kept essential services going throughout the region. (Story page 8.)

**MARKETPLACE**

Statistics That Are Shaping AT&T's Future

**INSIDE NEWS**

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EMPLOYMENT, COUNSELING SERVICES IN PLACE FOR EMPLOYEES**Restructuring Hits Major Milestones**

BY ED LOPEZ

The next 12 months will be among the most challenging for AT&T as momentum builds toward completion of the company's historic restructuring, Chairman Bob Allen told executives early this month.

HE URGED THEM TO DEMONSTRATE "focused, visible and caring leadership."

Allen's remarks came on the heels of the company's announcement that it will lose about 40,000 jobs as a result of the restructuring and will take a fourth-quarter charge that will lower profits by about \$4 billion.

"So our job in the short-term is to move this restructuring along," Allen said. "To do it with class, with dignity and with concern for all involved. But also with all deliberate speed."

In a letter to employees on the day of the announcement, Allen said it was important to

"The reduction in our workforce will be the most difficult and painful step we've had to take in this restructuring process."

—Bob Allen

number of times in various ways, it bears repeating that we are totally committed to helping those who leave to do so with dignity and support," Allen said.

"The reduction in our workforce will be the most difficult and painful step we've had to take in this restructuring process," Allen said the day of the announcement.

"Compassion will be an essential ingredient in the handling of the job cuts," he added, "but I believe the reductions and other actions are absolutely essential if our businesses are to be competitive."

Speaking to officers and directors the day after the announcement, Allen said AT&T intends to lead the way in creating new value for investors, customers and employees while bringing to the marketplace new technology and innovative ser-

See **CORPORATE**, page 4

Computer Unit Resurrects NCR Name in Anticipation of Spin-off

Lars Nyberg, NCR chief executive officer, displays the company's new logo and its return to the familiar NCR brand name.

BY ANNE WAINSCOTT

WHAT'S IN A NAME? FOR employees at AT&T's soon-to-be-spun off computer unit, one name is uppermost in their minds: NCR.

Global Information Solutions (GIS) has changed its name back to NCR in anticipation of its spin-off to AT&T shareholders by January 1997 as an independent, publicly traded company.

Lars Nyberg, chief executive officer, made the announcement during a videotaped broadcast to employees on Jan. 10.

"The name 'NCR' re-establishes in the marketplace the value, accomplishments and customer loyalty of our 112-year history," he said. "The name also symbolizes the core capabilities we are building in world-class,

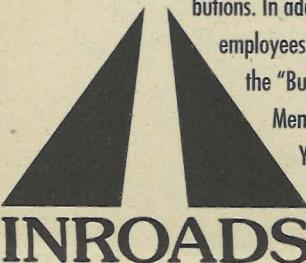
See **CHANGES**, page 7

AROUND AT&T

NYNEX ISDN INSTALLATION Network Systems Group (NSG) has completed negotiations with Nynex to provide ISDN (Integrated Services Digital Network) hardware and software for Nynex switching centers in New York and New England. Under the proposed arrangement, extending over the next several years and valued at several hundred million dollars, NSG will be a major supplier of ISDN equipment and software to Nynex.

MAKING INROADS

NCR in San Diego has been named Inroads' "Company of the Year" from a field of 27 companies citywide. NCR, in its third year of participation, was recognized for its commitment to Inroads, which places talented minority students in corporate internships and prepares them for corporate and community leadership. Award criteria included the number and quality of internships sponsored and resource contributions. In addition, NCR employees were named the "Business Advisor/Mentor of the Year" and the "Business Coordinator of the



INROADS®

Year." NCR-sponsored interns were recognized for outstanding academic performance and for making a unique contribution to the operation of the company.

NEW SPEAKERPHONE CHIPS

Microelectronics has introduced a set of microchips for the next generation of all-digital speakerphones/answering machine systems. The digital signal processor chip for the speakerphone allows a more natural two-way conversation. Users can "jump into" a conversation without having their words blocked when someone else is speaking. Currently, most speakerphones will only pick up one speaker's voice at a time. Another version of the chip, called the *FlashTAD*, digitizes and compresses speech and sends it to a flash memory chip for storage. As a result, messages are not erased when power is interrupted. For more information, call 800-372-2447, Dept. P77.

WIRELESS COMPUTING GETS EASIER

Customers who use Network System Group's (NSG) wireless local area network system, AT&T WaveLAN, can now use two increasingly popular software programs: Windows™ 95 and Windows NT. The new software drivers to support these applications will be included with the WaveLAN driver package, which is shipped with all WaveLAN products. The software will be generally available in the first quarter of this year. NSG also has introduced "card and socket" services to its AT&T WaveLAN wireless local area network. These services allow mobile and wireless computer users to exchange, remove and insert AT&T WaveLAN and other PCMCIA cards into any mobile platform without reconfiguring or re-booting the system.

HISTORICAL GIFT CERTIFICATES

AT&T Phone Centers are offering a limited series of collectible gift certificate sets from their Historical Collection, which are now available at a special employee price of \$27, a 10 percent discount. The first commemorative set, The Phones of the Gilded Age, consists of five \$5 certificates that feature photographs of early AT&T telephones, including Alexander Graham Bell's 1876 Centennial Telephone. With the tricentennial approaching, the collectability of these certificates will likely increase. For more information, contact a local AT&T Phone Center.



QUARTERDECK TO SUPPORT WORLDNET ACCESS

Business Communications Services has announced that Quarterdeck Corp., a pioneer in the development of software products for utilities, remote computing and the Internet, will make AT&T WorldNet Service accessible to Quarterdeck InternetSuite users. Beginning in the first quarter of 1996, users will be able to select AT&T WorldNet Service as part of the easy-to-use Quarterdeck "Connect & Play" registration process. AT&T WorldNet Service is designed to be compatible with all browsers that support Internet standards, including the Netscape Navigator browser. Quarterdeck's suite of Internet products is an entire line of powerful, next-generation Internet tools for corporate, small business and individual users.

GOOD NEIGHBORS

Consumer Communications Services (CCS) is offering discounts for AT&T customers who frequent businesses in Russian communities in Brighton Beach, N.Y. and the Greater Los Angeles areas. The Good



Albert Ernburg receives a discount on his purchases at M&I International Food in Brighton Beach.

Neighbors Program provides discounts from 36 participating businesses on a range of products and services. They include: grocery items; medical, dental and legal services; translation and printing services; clothing;

furniture; airline tickets; and newspaper subscriptions. The discounts range from 5 percent for items such as food to 15 percent off standard billing rates for legal services and up to 50 percent off for business cards. The free program is available to AT&T's consumer long-distance customers. To enroll, call 800-542-2025.

RICHMOND WORKS FOR SALE

Microelectronics is seeking a buyer for its Interconnection products business headquartered in Richmond, Va. Known as The Richmond Works, the business makes printed circuit boards and backplanes and employs approximately 1,950 people. "We hope to find a company that is committed to keeping the Richmond Works and its workforce substantially intact," said Curt Crawford, president, Microelectronics. "I firmly believe the people who have built Microelectronics' printed circuit board business over the years and who continue to support it are an extremely valuable resource whose skills and expertise would be a tremendous asset to any buyer." Microelectronics plans to identify a buyer by mid-year and complete the sale by the end of the year.

MANUFACTURING STARS Three AT&T manufacturing sites have received recognition from the U.S. Occupational Safety and Health Administration (OSHA). The facilities, Microelectronics in Allentown, Pa., Network Cable Systems in Atlanta and Global Business Communications Systems in Denport South, Shreveport, La., each achieved Star Status in OSHA's Voluntary Protection Program (VPP). Only companies that demonstrate a strong commitment to workplace safety and health beyond OSHA standards are eligible to participate in the program. To date, only 225 U.S. sites are in the VPP. AT&T is a major participant, with more than 15,000 employees covered under the program. Other AT&T plants to gain OSHA star status include Oklahoma City, Omaha, Neb., and Orlando, Fla.

CHOICE HOTELS CHOOSE AT&T

Choice Hotels International has signed an \$87 million, multiyear service contract that continues AT&T as the long-distance provider for its system of nearly 3,000 Comfort, Quality, Econo Lodge, Clarion, Sleep and



CHOICE HOTELS INTERNATIONAL



Rodeway brand hotels in the United States. Under terms of the three-year agreement, AT&T Business Communications Services will provide 24-hour operator services for calling card, person-to-person, billed-to-third-number and collect calls from all in-room phones at Choice brand hotels. AT&T has been Choice Hotels' primary long-distance provider since 1989.

ADVERTISING ACCOLADES

Consumer Communication Services and McCann-Erickson Worldwide advertising agency won Advertising Age's annual Marcom Award for the best business-to-business ad in 1995, for AT&T MultiQuest Services print ads promoting 900-555 numbers. Marcom Awards are given for excellence in high technology and interactive advertising, public relations and marketing communications. The AT&T MultiQuest ad campaign, which ran for five months in 1995, included messages targeted at business-to-business uses for 900-555 numbers for travel, banking, technical support and general business applications.

WIRELESS WORKPLACE

Global Business Communications Systems (GBCS) and Network Systems Group (NSG) have unveiled the FreeWorks family of wireless business systems, offering the industry's widest choice of single-zone, multizone and cellular solutions for the wireless workplace. Among the new offers is a cellular PBX that allows workers to use standard cellular phones as secure, feature-rich wireless phones in the workplace. GBCS and NSG jointly developed and will jointly market the device. GBCS will sell it as the AT&T DEFINITY Cellular Business System directly to businesses while NSG will market it as the AT&T Cellular Business System through cellular service companies for sale to their subscribers. The FreeWorks family is the cornerstone of GBCS's wireless strategy and of customer mobility solutions under GBCS's BusinessWorks strategy.



A common sight during World War II—military personnel lined up to use pay phones—will be less common now that AT&T has signed a contract to wire 150 Navy, Marine Corps and Coast Guard bases around the world and phase in service during the next two years.

Navy, Marine and Coast Guard Enlistees to Get AT&T Services

BY SUZANNE SIDHU

IN THE COMPANY'S BIGGEST contract win of 1995, several AT&T units will provide the latest communications services to Navy, Marine Corps and Coast Guard personnel stationed at U.S. bases around the world. The contract was awarded by the Navy Exchange Service Command (NEXCOM), and is worth \$1.5 billion through the next 10 years, with five one-year options to renew. The contract's total value could reach \$2.5 billion.

AT&T will provide personnel in the three military branches with a variety of services, including—for the first time—phone connections in their barracks rooms and in transient lodging facilities. The agreement also calls for public phone, calling card and prepaid card services that were previously provided by MCI. Voice and broadcast messaging capability, long-distance calling centers and dedicated AT&T USA Direct telephones at overseas bases are also part of the initial agreement. Wireless and on-line services may be provided at a later date.

Pockets Full of Quarters

Currently, military personnel living in barracks rooms have to carry a pocketful of quarters or a calling or debit card to make a call at public pay phones. Often, they have to wait outside in line. But the new contract will change all that, providing service at 150 installations around the world to 65,000 rooms, 11,000 domestic and international pay phones, 27 long-distance calling centers and seven brig facilities.

"This program will enhance the quality of life of members of the military by providing improved personal telecommunications services at lower cost," said Rear Adm. Jack Kavanaugh, Commander, NEXCOM.

AT&T will begin wiring the bases soon, phasing in service during the next two years. Global Business Communications Systems will provide DEFINITY PBX systems, and Intuity voice messaging services. Network Systems Group will provide copper cable, fiber optics and transmission equipment.

Supporting the Strategy

"This is an important win for several reasons," said project leader Bill Cunningham, who is Domestic Military Markets manager, AT&T Consumer and Small Business Division. "Not only is the contract sizable from a financial standpoint, it solidly supports *Target: Growth 2005*, AT&T's strategy for the next decade, by offering one-stop shopping for bundled telecommunications services."

"For the next 10 to 15 years, we will be the only long-distance company providing service to these three military branches," said Bill Cummings, Consumer Sales Division regional general manager. "We have the opportunity to make the AT&T brand known and trusted by nearly a million service men and women during the life of the contract."

"What impresses me the most about this project," said Cunningham, "is the way hundreds of AT&T people in several business units and divisions worked together to create a winning bid. There were no person-

ality conflicts, no turf wars. People came together to form natural teams, and focused on the customer."

The project's timeframe was daunting. With the proposal arriving at the end of June and a bid due by mid-October, hundreds of details had to be worked out quickly.

"For example," Cunningham explained, "our customer wanted us to offer AT&T PrePaid Cards in vending machines, which we had never done before. A team had to think about power requirements, the thickness of the plastic cards, the denominations of bills, and find a vendor who could supply us with what we needed."

Another team surveyed 91 bases in six weeks, gathering information. Other groups worked on logistics and legalities.

"If we hadn't worked together, we never could have formulated a bid as complex as this one," Cunningham said.

Boosting Military Morale

While AT&T reaps financial benefits from the contract, the military personnel using AT&T services will realize a big improvement in the quality of their lives. They are most often young men and women, living sometimes isolated and dangerous lives, with a strong emotional need to stay connected.

"The Navy has ships in the Adriatic, near Bosnia, right now," Cunningham said. "It's cold, and the seas are choppy. Ships go out for six months at a time. Imagine what it would mean to come into port and have the same ability to stay in touch with loved ones as we do from the comfort of our homes." ■

GLOBALVIEW

INDIA

GUJARAT—WIRELESS SERVICES and the Aditya V. Birla Group were awarded two licenses by the Indian government to provide cellular service in Gujarat and Maharashtra. The Gujarat license includes 43 million potential customers and the Maharashtra license covers a population of 74 million people. Both licenses were considered the most attractive among the 18 potential service circles that were established for bidding by the Indian government in 1994. The license awards were based on technical and economic evaluations, and consideration of AT&T's and the Aditya V. Birla Group's extensive experience in telecommunications management and cellular network design and construction. Service will be provided through Birla Communications Ltd., a joint venture of the two companies. Birla will begin to build its wireless digital network during the first quarter of 1996, with commercial service available by the end of the year.

PAKISTAN

KARACHI—TRIDOM has been awarded a \$3.5 million contract to supply a Very Small Aperture Terminal (VSAT) Network to Acsys Limited, Pakistan. The contract covers a network hub and 185 terminals, with plans to support 750 remote units by 2000. The first terminals are expected to be operational by early 1996. The network hub and 6.1 meter antenna will be installed in Karachi and will serve VSAT terminals throughout the country. Acsys is the first commercial organization to have its plans for a satellite telecommunications network approved by the Pakistan Ministry of Communications. Its objective is to become the country's leading national and international data communications and value-added services provider. Acsys will jointly market the service in Pakistan with NCR.

RUSSIA

MOSCOW—GOVERNMENT COMMUNICATIONS INTERNATIONAL, part of the AT&T Government Markets business unit, has formed a joint venture company with ROSNET (Russian Telecommunications Network) and INTERCON International USA Inc. The joint venture, ROSNET International, will give government organizations and private businesses in Russia access to leading-edge data communications services. ROSNET International, which has been designated as a preferred supplier by the Russian Federation, expects to serve all regions of the country by the end of 1996. According to market forecasts, the demand in Russia for telecommunications services is expected to increase more than 700 percent within the next four years.

TAIWAN

TAIPEI—The International Telecommunications Administration (ITA) of Taiwan has joined the WorldPartners organization. With the addition of ITA, WorldPartners strengthens its leadership position for global seamless services in the Asia/Pacific region. Its other members in the region already cover the key business centers of Japan, Singapore, Korea, Hong Kong, the Philippines, Australia and New Zealand. ITA has direct telephone links with 69 overseas carriers and more than 11,000 new, direct voice circuits to date. WorldPartners was launched by AT&T, KDD of Japan, and Singapore Telecom in 1993 to provide members the clearinghouse functions to support seamless ordering, installation, maintenance and billing for WorldSource global voice and data services.

TUNISIA

TUNIS—SUBMARINE SYSTEMS and Alcatel have signed an agreement to cooperate on the promotion, design, manufacture, supply and installation of Africa ONE, a Submarine Systems-led project to build an undersea fiber-optic cable system that will ring the continent of Africa. The two companies will work together to see that Africa ONE complements existing and planned telecommunications systems. AT&T and Alcatel plan to begin construction of Africa ONE in 1996, and to complete the project in 1999. In related news, the International Telecommunications Union (ITU), an agency of the United Nations, formally endorsed the project at a meeting of its Development Sector here recently. Africa ONE is a project of AT&T, Alcatel, the ITU, and the Pan-African telecommunications agencies, RASCOM and PATU.

Corporate Makeover Advances Steadily

continued from page 1

vices that will separate winners from losers in the years ahead.

"I don't think any of you need convincing that this is a fast-moving industry," Allen told top executives. "And we don't intend to be left behind. In fact, we can and we will lead this industry."

Allen reiterated that meeting the needs of customers should be a guiding principle as AT&T presses forward with its new structure and strategy.

"If they get the idea that we think we can put their needs on hold while we deal with this transition, then we will have lost sight of why we're making this massive change in the first place," he said.

Employees who are at-risk will receive priority consideration for open jobs.

Allen told AT&T officers the company expects to file documents at the end of January for the initial public offering of shares in the new communications systems and technology company. A formal name for the company is expected at the time of the filing and the actual sale of shares may occur in late March or early April.

Reaction to the company's Jan. 2 announcement was swift. The financial community voiced support for the measures taken to further the restructuring while a more general reaction was lament for the coming loss of jobs.

The Wall Street firm of Salomon Brothers said the restructuring "gives AT&T a once-in-a-lifetime opportunity to do things the right way and streamline itself for more competitive markets in the near future."

The company said nearly 40,000 jobs would be eliminated over three years, but 70 percent of the job cuts will occur by the end of 1996. Some 7,347 employees took the voluntary severance package and about 4,000 employees could move with units that AT&T intends to sell.

Extension of the voluntary separation offer to additional employees may further decrease the number of involuntary reductions necessary.

Employees who are at-risk

Charges for Restructuring to Lower Earnings in Fourth Quarter

As a result of the ongoing restructuring of AT&T, the company plans to take a pre-tax charge of about \$6 billion that will reduce net income in the fourth quarter by approximately \$4 billion or \$2.50 per share.

The final numbers will be disclosed when the company closes its books for the fiscal year later this month. The charge will not affect bonuses and other compensation for employees covered by the AT&T general management pay plan.

Estimates of the restructuring charge:

- \$2.6 billion—Force reductions resulting in severance pay and related costs.

- \$1.7 billion—Writing down the value of assets.

- \$1.1 billion—Closing, selling or consolidating facilities that are not strategic to the new companies that will be formed by the restructuring.

ing, including costs for lease terminations.

- \$700 million—Costs for other actions related to the restructuring.

For the first nine months of 1995, AT&T's earnings were \$2.82 billion or \$1.77 per share. In the same period a year earlier, earnings were \$4.7 billion or \$3.01 per share.

In the third quarter of 1995, AT&T took an after-tax charge of \$1.17 billion to reflect the reduction of 8,500 jobs and other actions to strengthen the company's computer unit, AT&T Global Information Solutions, which has been renamed NCR.

Many analysts increased their 1996 earnings expectations for AT&T by \$.10 to \$.15 per share after the Jan. 2 announcement. Employees own 11 percent of AT&T shares through various savings and investment plans.



PREVIOUS

Joseph Gallagher accesses records at the AT&T records storage facility in Union, N.J.

Records Management Vital Function at AT&T

BY ED LOPEZ

MENTION AN OFFICE MOVE or transfer of records and most people will think of sifting through endless files, stacking computer disks, thumbing through binders and constructing boxes.

While the sheer volume of paper and electronic records may be most salient, within those mountains of records may be veins of gold.

Today, federal, state and local governments have established legal, fiscal and administrative requirements for maintaining records that must be met by all businesses, both large and small.

"AT&T records contain the accumulated knowledge and expertise of more than a century of innovation in telecommunications," said Joseph Gallagher, manager of the AT&T Records Management Organization in Basking Ridge, N.J.

"It is of utmost importance that we consider and manage records as vital assets, since the information they contain add immeasurable value to our business," Gallagher said.

Now that AT&T is in the process of separating into three distinct businesses, attention to records management is particularly important, Gallagher said. With the enormous change that restructuring holds, the Records Management Organization has taken steps to make the record-keeping process easy to understand and to expose more employees to this vital business and legal requirement.

- For the first time, a centralized "800" number has been established so that employees can call with questions or ask for advice regarding the transfer, storage, retrieval and disposal of records.

- A revised and updated Records Management Practice guide for inactive records is scheduled for distribution in February. The new practice covers such restructuring items as what should be done with records if a facility closes and who has responsibility for records when organizations are sold, merged or reorganized.

- A concise guide for quick

reference by employees will be distributed in the coming weeks.

How long should records be kept? It depends on the record.

Such records as contracts, appraisals, financial data, environmental matters, and pension information all have different retention periods. The Records Management Organization can provide the AT&T Records Retention Schedule that specifies how long certain records must be kept. In some instances, records may be kept longer if they are assigned a litigation hold.

One bedrock principle of record retention is that the content—not the specific media—dictates how long to keep a record.

Another basic principle is that all records created or received in the course of AT&T business are the sole and exclusive property of AT&T and should not be considered "personal" or "private" property, whether stored on premise or in a virtual office environment.

AT&T operates facilities around the country to store records and contracts with outside companies to store and maintain records on AT&T's behalf.

To reach the AT&T Records Management Organization, call 800-257-7865. ■

Archival Treasures

The AT&T Archives is another group that preserves materials of permanent value to AT&T.

The Archives staff collects historical and current materials related to AT&T policy, products, services, research and development, mergers, acquisitions; public relations materials, such as press releases, newsletters, advertisements, videos and films; photos of people, products, company locations; and artifacts.

You may have material or artifacts of interest to the Archives. To find out, contact Linda Straub, 5 Reinman Road, Warren, N.J. 07059, or you can call 908-226-2319.

Where To Go for Help

AT&T Resource Centers

With seven locations around the country, the resource centers specialize in helping employees find jobs inside and outside AT&T. Workshops and special seminars are available on such topics as Winning Resumes, Interviewing Techniques, Networking Strategies and Career Decision-making. Office equipment and services include computers, a reference library, a message center, telephones, copiers, fax machines and a database of job leads. For the location of the nearest resource center, call 800-992-2478, Prompt #2.

Employee Assistance Program (EAP)

The EAP is a confidential, voluntary counseling service for AT&T employees and their families. EAP professionals can help to identify, evaluate and recommend treatment to those who may be having emotional, behavioral, family, legal, financial or substance-abuse problems. The EAP can help employees cope with stress in and outside the workplace. Use of the EAP is free. To locate the nearest EAP counselor, see "When Problems Surface, EAP is Cushion of Support," page 5.

The resource centers and the EAP are cooperative efforts by AT&T, the Communications Workers of America and the International Brotherhood of Electrical Workers.

will receive priority consideration for open jobs, both during the 60 days they are on the payroll as well as for up to six months after they leave the company.

In his employee letter, Allen outlined a number of milestones since AT&T announced its restructuring in September:

- Implementing the restructuring of AT&T Global Information Solutions, which has been renamed NCR.

- Creating organizational designs for the other two companies that will emerge from the restructuring: the "new" AT&T and the communications systems

and technology company.

- The naming of senior officers for the new companies.

- A filing with the Internal Revenue Service for a ruling that the spin-off of the systems and technology company be tax-free to shareowners.

- Completion of the staffing roundtables for the corporate support functions.

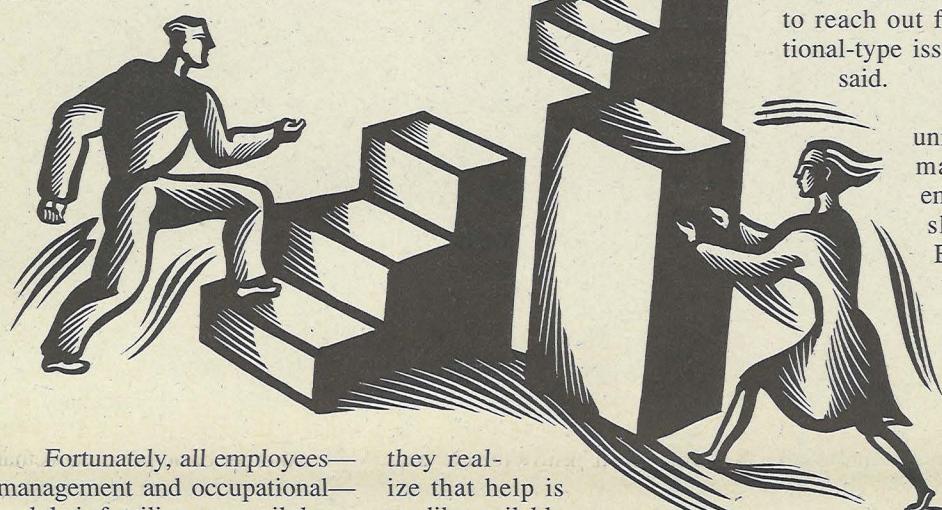
"The restructuring process isn't an end in itself," Allen said. "It's a means for creating three different companies that will be leaders in different areas of the world's most dynamic industry." ■

When Problems Surface, EAP is Cushion of Support

BY ED LOPEZ

CLOSING OUT A PREVIOUS year and ushering in a new one can have its own distinctive flavors of stress, but this time the ongoing restructuring of AT&T was another ingredient in the emotional stew.

Yet there doesn't have to be any special time when a person may feel "the blues," a bit stressed out by work and family, hammered by deadlines, or frayed by the pull-and-tug from all directions.



LINDA BLACK
Fortunately, all employees—management and occupational—and their families can avail themselves of the Employee Assistance Program (EAP), a collaborative effort among AT&T, the Communications Workers of America and the International Brotherhood of Electrical Workers.

The EAP is a confidential, voluntary counseling service. Staffed by professionals, it can identify, evaluate and recommend treatment to those who may be having emotional, behavioral, family, legal, financial or substance-abuse problems.

"Any transition creates formidable stressors," said Alan Youngblood, district manager, EAP Development. "A sense of being 'off-balance' is common, as well as feeling as if one is riding a roller coaster of differing and often intense emotions."

Certain signs may give a clue that an employee is under excessive tension:

- Trouble getting along with others.
- Fearing people or situations that weren't a problem before.
- Expressing feelings of being trapped.
- Magnifying minor problems and disappointments beyond their scale.
- An inability to stop thinking about anxieties.

At times, major stress comes from outside the workplace. Family issues, such as child- or elder-care dilemmas, or changes

in the family, can be an emotional ball-and-chain.

EAP professionals encourage employees to use the EAP before personal problems affect job performance. This can take the form of absenteeism, tardiness, poor quality of work, misconduct, or unsafe behavior that could result in accidents and injuries.

But the company's experience has been that many employees will seek assistance once

lective bargaining agreement.

Most persons who use the EAP—72 percent—experience either improvement or resolution of their problems, according to statistics compiled by the program staff.

Youngblood attributes the increasing use of the EAP by employees to three main factors: greater awareness of the program, a track record of maintaining confidentiality, and changes in society that make it easier to seek help.

"It's more 'OK' these days to reach out for help for emotional-type issues," Youngblood said.

A supervisor or union representative may suggest to an employee that he or she contact the EAP. Since use of the EAP is voluntary, employees who don't act on the suggestion will be treated the same as all employees—on the basis of job performance.

Only an employee or the people who may have made a referral will know about any contact with an EAP counselor.

What happens when an employee speaks to an EAP counselor?

"We make an assessment as to the nature of the problem, how severe it is, and determine the

Emotions Often Mirror the Conditions

During workforce reductions at a company, it's only normal that employees experience anxiety and a greater frequency of mood swings, says Alan Youngblood, district manager, Development, Employee Assistance Program (EAP).

"It's OK to feel a little rattled," Youngblood said.

"Employees will go through all sorts of cycles of feelings and emotions," he said. "But that's part of the process. The behavior is going to be appropriate."

Youngblood says that when a downsizing is announced, the case-load volume follows a typical pattern. Caseloads drop at first. When individuals learn of their status, caseloads begin to climb, later go off the scale, then subside to normal levels.

Youngblood has a theory about the initial slump.

"My best interpretation is that people fear that if they identify themselves in any way as having any kind of problem, it might diminish their chances of retaining a job," he said.

The EAP program is voluntary and confidential. Use of the program does not jeopardize job security or promotional opportunities.

What often helps employees is knowing that everyone is going through the same thing, Youngblood said. They are not alone.

And while some employees may feel an urge to withdraw, Youngblood said it's important not to shut down socially.

"It's the time to find appropriate support for yourself and to take care of yourself," he said. ■ E.L.

best resources to address the problem," Youngblood said.

A cornerstone of the EAP is that, by communicating understanding and empathy while affirming the worth and value of the individual, a foundation is laid for healing and growth.

Although use of the EAP itself is free, coverage for outside resources will be determined by the individual's health plan.

In situations in which an employee or family member may require treatment for chemical dependency (alcohol, drugs, pills, etc.), an employee must first speak with an EAP professional.

"The EAP acts as a man-

aged care provider for chemical dependency issues, determining what level of care is appropriate," Youngblood said.

To access the EAP for services related specifically to chemical dependency call 800-695-0090. ■

How to Reach the EAP

Eastern Region

908-204-1027

Central/Western Region

312-230-2379

Southern Region

404-810-8238

Bell Labs or

Network Systems Group

908-582-4652

Falotti Names Leadership For International Operations

BY ANNE WAINSCOTT

PIER CARLO FALOTTI, executive vice president, AT&T International Operations, in December announced the management team that will lead the growth of AT&T's presence in new, profitable markets worldwide.

In a letter to all international employees, Falotti stressed that International Operations will focus on operating efficiently, fast and in a climate of teamwork.

"Our strategy is to build an empowered, market-facing organization that can easily understand, size and adapt our actions,

offers and approaches to market environments that are changing at 'Cyberspeed.'

To meet that strategy, the organization will be designed around the following areas: Regions, International Traffic Management, Wireless Services, Consumer Services, Value-Added Services, Solutions, Strategy and Alliances, and Operations Support.

Paul Wondrasch will lead International Strategy Business Development, and will be chief of staff. His geographic responsibilities will include Mexico, Brazil and the Caribbean/Latin America regions. He also will support U.S.-based international

resources in Strategy and Alliances, Wireless Services and Consumer Services. Wondrasch also will oversee all U.S.-based employees belonging to groups located outside the United States, such as Human Resources.

The regional leadership team includes:

Mario Bonzano, AT&T Europe/Middle East and Africa

Omar da Cunha, AT&T Brazil

Rodrigo Guerra, AT&T Mexico

George Foy, AT&T Caribbean/Latin America

John Legere, AT&T Asia/Pacific

Jim Meenan, AT&T Canada

Merrill Tutton, AT&T United Kingdom

Jim Pagos will be responsible for International Strategy and Alliances. Mark Baker will have business management responsibilities for International

Traffic Management. Sergio Giacoletto will be responsible for all Value-Added Services and New Emerging Services.

International support leaders will include:

Frank Moellhoff, International Human Resources

Reynold Levy, International Public Affairs and Public Relations

Jim Kilpatrick, International Law

Lynn St. Amour, Planning and Business Processes

In making the announcement, Falotti acknowledged the enormous management challenges in growing AT&T's business in new, emerging markets while managing resources over great geographic distances.

"My team and I are excited to take on the challenge of building AT&T's presence around the world. We intend to make AT&T the first really worldwide communications company of the 21st century," he said. ■

AT&T Embraces Poland—Europe's "Rising Star"

BY ANNE WAINSCOTT

TALKING TO CUSTOMERS in Warsaw, Poland, Roman Nowacki is amazed by the transformation his country has experienced in five short years.

"In 1990, people could not get a dial tone to the USA due to local constraints; today, I see them browsing on the Internet World Wide Web, using Mosaic and Java®," said Nowacki, who heads up AT&T's Communications Services Group in Poland.

Highest Growth in Europe

As one of the first Eastern European countries to reject the Communist system in favor of free enterprise, Poland has come into its own: Last year, the country enjoyed economic growth of 6.5 percent—the highest in

Europe—and is quickly reaching developed-nation status. Its exports rose 37 percent last year, with 200,000 companies exporting—up from just 200 five years ago—according to *Business Week* magazine, which has dubbed Poland the "rising star of Europe."

AT&T's opportunities in Poland have grown as well. In 1990, AT&T recognized Poland's strategic importance and set out to gain market-share. As a result, Poland soon had a 5ESS-2000 International Gateway Switch in Warsaw that gave the country's businesses enhanced dial-up access to the United States. Other cities have since been added to the gateway. AT&T then

built fiber-optic cable networks and installed satellite communications.

The new AT&T also is introducing Global Switched Digital Service (GSDS) in Poland, the first country to have it in Central Europe. Poland accounts for more than one-third of the total U.S. traffic to the region, which spans 14 countries. GSDS will give customers in Poland and in



Roman Nowacki

GSDS Helps Hudson Foods Boost Sales in Central and Eastern Europe

Hudson Foods, a company based in Arkansas, ships about 2 million pounds of poultry and other meat each week to Poland. With two distribution centers and a large sales office in Poland, Hudson views the country as a major distribution point for shipping its product to the rest of Central and Eastern Europe.

Keeping track of its operations in Poland will become simpler with the help of AT&T's Global Switched Digital Service (GSDS), which will give Hudson Foods high-speed digital connectivity between its U.S. headquarters and its operations in Poland. Hudson Foods is the seventh-largest poultry company in the United States, with 12 percent of its revenues coming from international sales.

GSDS is targeted at customers that require high-speed bandwidth access beyond switched voice services. The service is popular with many financial institutions, which use it to transmit large amounts of information. It's cheaper than installing a private line—the only alternative for obtaining a wider bandwidth.

GSDS has been available domestically since 1987 and is now available in 39 countries. Poland will be the first

country in Central and Eastern Europe to use the service once Hudson Foods' beta test is complete.

The Hudson trial includes a video conferencing application in which *Vistium* computers were installed at the company's distribution center in the port city of Gdynia, and in its corporate headquarters, to enhance communications among employees.

"The quality of our communication between our offices in Poland and the United States is vastly improved," said Carl Wood, Hudson Foods' operations manager. "GSDS will give our facility in Poland access to the same information that we have in corporate, including shipment receipts and the amount of product on its way to processing plants," said Wood. "This way, folks in Poland who sell our product will know when they will have a product to sell."

The company plans to use GSDS's videoconferencing capability for the annual sales meeting later this year so that employees in Poland will be able to participate in the meeting.

The GSDS rollout will be completed this year. Hudson is seeking bids from outside companies for the hardware part of the network configuration. ■ A.W.

the United States high-speed digital connectivity for large data transfers. AT&T currently is beta testing GSDS at Hudson Foods' new food processing facility in Poland (see "GSDS Helps Hudson Foods Boost Sales in Central and Eastern Europe").

Enormous Opportunities

With 1,500 employees and seven business units represented in Poland, AT&T has gone from having no brand recognition to 60 percent "unaided awareness" among consumers there. Last year, AT&T Poland generated revenues of \$120 million. "Today, we're one of the strongest players in the Polish market," Nowacki said.

"The opportunities for the new AT&T are enormous," he added. "They're in wireless, in systems integration, in bringing new services to Poland and in the Internet."

Tony Lorenc, a business and strategic planning manager for AT&T agreed. "Companies are realizing that the opportunities for doing business in Poland are good and getting better every day."

Lorenc, who was born in Poland, has advised AT&T on advertising messages targeted at the U.S. Polish community and has served as a translator for visiting Polish engineers who were prospective customers. He stressed that, like Western Europeans, Poles are embracing the technological changes that have made their economy boom.

"A lot of people have cellular phones and want to be on the Internet," Lorenc said. "The educational level is so high—people



Janusz Rybnik, an AT&T managing director in Poland, sees unlimited opportunities.

are willing to put forth a tremendous amount of energy to attain material success."

The country is seeing an explosion in Internet usage: In January 1991, there were only 2,000 Internet users. By January 1995, the number grew to 60,000 and more than doubled to 140,000 users by September 1995.

Wireless telephony also is becoming popular. "The demand for the existing analog cellular system is stressing its limits," Nowacki said. Foreign carriers and Polish partners are in a bid to win two wireless licenses. In

addition, AT&T is trialing wireless local loop, which offers an alternative to laying conventional copper wire.

Janusz Rybnik, an AT&T managing director in Poland, observed that while AT&T bridges the technology gap in Poland and positions the country for the next century, it is also redefining itself for the future.

"AT&T has the technological know-how not only in telecommunications, but also in computers and credit cards. Customers recognize this and want to do business with us." ■

NEWSMAKERS

Alex Mandl, Kenneth Derr and Ralph Larsen have been elected to AT&T's board of directors. Mandl is president and chief operating officer of the new AT&T. Derr is chairman of the board and chief executive officer of Chevron Corp., which has petroleum operations throughout the world. Larsen is chairman of the board and chief executive officer of Johnson & Johnson, the international health-care company.

Rajan Mathews has been named president of Birla Communications, Ltd., the joint venture of Wireless Services and the Aditya V. Birla Group in India that will build a wireless network to provide cellular service to customers in Gujarat and Maharashtra. Mathews most recently served as chief financial officer of AT&T Wireless Services' California, Hawaii and Nevada region.

AT&T Bell Laboratories scientist James West received a Silver Medal from the Acoustical Society of America for his work in improving the sound of acoustical devices, including the telephone. In 1962, West co-invented with Gerhard Sessler the foil electret microphone, the most ubiquitous microphone used today.



Donald Peterson, currently chief financial officer of AT&T Communications Services Group, has been appointed executive vice president and chief financial officer of the communications systems and technology company. Peterson joined AT&T in September 1995. Previously, he spent 19 years with Northern Telecom Ltd. in a number of financial, sales and executive positions.

Network Systems Buys Portion of Philips Electronics; Wins German Contract

BY OLLIE HARTSFIELD

NETWORK SYSTEMS GROUP (NSG) has signed an agreement to purchase the wireless and transmission equipment arm of Philips Electronics N.V., one of the world's largest electronics companies. Financial terms and conditions of the transaction were not disclosed.

With the acquisition, NSG will enhance its existing line of synchronous digital hierarchy (SDH) transmission equipment and Global System for Mobile Communication (GSM) wireless products. GSM and SDH are international standards widely used by telephone companies and other network providers outside the United States.

The acquisition gives NSG an immediate presence in both Germany and France, two markets that have been difficult to penetrate.

NSG and Philips signed a memorandum of understanding in July, stating NSG's intention to buy portions of Philips' public network communications systems business. Under the terms of the contract signed last month, NSG purchased the assets of two Philips subsidiaries: Telecommunications Radioelectriques et Telephoniques (TRT) of Paris, and Philips Kommunikations Industrie (PKI) of Nuremberg, Germany.

Once the transfer of ownership is completed in February, NSG will acquire commercial,

manufacturing, and research and development resources in Germany and France, sales offices in 25 countries worldwide, and a global workforce of approximately 3,500 employees from PKI and TRT. The employees will include managers, development staff and engineers, factory workers and marketing and sales personnel. NSG will keep the TRT name, which is well-known in France, and Philips will keep the PKI name.

Supplying Fiber Cable to Germany

NSG also extended its presence in Europe by winning a \$10 million contract to supply fiber-optic cable to Deutsche Telekom, Europe's largest telecommunications carrier. The cable will be used mainly to help

upgrade the former East Germany's telecommunications infrastructure, and will be part of Deutsche Telekom's Optical Passive Access Line (OPAL '96) network.

The sale is one of the largest sales of optical fiber and fiber-optic cable that NSG has ever made to Deutsche Telekom.

The fiber-optic cables will be produced at NSG's new manufacturing facility in Augsburg, Germany. The optical fiber for the Deutsche Telekom order will be manufactured and supplied by LYCOM A/S, a Denmark-based subsidiary of AT&T, and by NSG's Atlanta Works facility.

Delivery of products will start in January 1996 and will be completed by year's end. ■



This manufacturing facility in Paris is one of the assets Network Systems is buying from Philips.

Changes at NCR Go Beyond Name

continued from page 1

transaction-intensive computing and a comprehensive set of support and professional services to secure our future."

Along with the return of the NCR name, Nyberg unveiled a new NCR logo. The logo, in a blue and green design, will be incorporated on new company signs, products and documents in several phases throughout 1996.

In the Dayton, Ohio, headquarters, where the NCR name has been a strong symbol in the community since the days of the company's founder, John H. Patterson, reactions were enthusiastic, with employees breaking into applause when the new name was announced.

"The renaming provides a comfort zone which we need right now as associates of NCR," said Faith Backs, an employee in the Special Order Management group. "I like the new logo—to me it represents a new beginning."

Name Change Widely Supported

Because of AT&T's plans to spin off its computer business, GIS had no choice but to change its name. NCR was named GIS in January 1994 after the merger with AT&T in 1991. Nyberg added that the decision to change back to NCR came after strong and consistent feedback from customers and employees, which was reinforced by an analysis conducted by Bass-Yager, a Los Angeles-based design firm.

Chairman Bob Allen said he agreed with the decision. "I've asked Lars to make the NCR unit profitable, and he is doing just that through decisive actions such as the cost-cutting initiatives, refinement of target markets and key products, and this name change."

Nyberg noted that the NCR name symbolizes a strong tradition and distinguished history of which employees can be proud,

but it doesn't signify a return to the old NCR.

"We are going to continue creating a new and different company under the NCR banner," he said. "The name change is not a magic elixir for solving the problems of this company. Our return to profitability depends on our ability to deliver in the marketplace." Nyberg added that the success of NCR's turnaround will be the direct result of employees' focus, accountability, process improvements, expense-level discipline and sense of urgency.

"I know from experience that a turnaround like this one has high risks and places tremendous demands on the people engaged in the return to profitability," he said. "It requires that everyone work together to make the turnaround a reality."

Nyberg concluded his remarks by announcing the start of a 12-month countdown that will determine the future of NCR ... a future that every employee has a stake in creating. ■



Digital Answering System Does it All

BY COLLINS YEARWOOD

IT CAN CALL YOU IF YOU have a message, you can call it to get your messages, it can gather messages for four different people in your household, and, if you want, it'll give you only your new messages. No, it's not an expensive answering service, it's the AT&T Digital Answering System Speakerphone 1845.

Unveiled Jan. 5 at the Consumer Electronics Show, the 1845 takes advantage of digital technology to provide intelligent message-handling capabilities. These include instant playback; instant forward and repeat, which allows the customer to skip to any message; repeat and review, which allows the customer to play back specific parts of messages; and selective save and delete.

"The 1845 has a sleek new design, making it appropriate for any room in the home. It is useful for home offices, small businesses, busy families, or anyone else with a need to handle multiple messages," said Bob Wonsetler, product management director, Consumer Products.

The AT&T 1845 provides 26 minutes of recording time for outgoing announcements and incoming messages. It also has a time/day stamp, which announces the time and day of each message.

Other AT&T 1845 features

include a speakerphone; 16-number memory; audible message alert, which beeps when messages have been recorded; new message playback, which saves the user time by playing only new messages; and voice prompts, which easily guide users through the command menu when they call the system from remote locations.

AT&T also introduced a two-line telephone designed for use in the home office or for anywhere in the house where customers need the convenience of accessing two lines.

With the AT&T Two-Line Telephone 262, consumers can handle calls on two separate telephone lines, with two different numbers. In addition to a 12-number memory, the phone has a distinctive ring feature to distinguish calls coming in on each line. The phone also is equipped with hold, redial and mute buttons. It also has a receiver volume control, which lets customers adjust the loudness of incoming calls for the best listening level.

Both the AT&T Digital Answering System Speakerphone 1845 and the AT&T Two-Line Telephone 262 are available in dove gray, and will be available in the second quarter at AT&T Phone Center stores and select retail outlets. The 1845 will be priced at \$179.99 and the 262 will be priced at \$59.99. For more information, call 800-222-3111. ■

BULLETIN BOARD

SOFTWARE DELIVERY SERVICE—The QUEST Information Services Dept. of AT&T Bell Laboratories and AT&T Software Solutions is offering a new service to employees: NETSOFT Xpress. NETSOFT is an electronic PC software delivery service that allows employees to order and download a number of software products over the Internet. The one-time registration fee for the NETSOFT service is \$15. Among the software products that can be ordered from NETSOFT are Netscape Navigator and Microsoft Office. For more information, call 908-582-5509.

Blizzard Buries East Coast But AT&T Service Continues

GAIL HANNIGAN/AT&T MEDIA SERVICES



Network managers (inset) worked double shifts or drove through the blizzard to get to work. From left: Dick Howarth, Carolyn Farnsworth, Tara Misa, Jacqui Polo, Bob Matthews, J. R. Jones. In New York City, employees conquered more than two feet of snow to get to the office.

BY SUZANNE SIDHU

SILENT VILLAGES BURIED in two feet of powdery snow; invisible roads, used only by an occasional cross-country skier; six-foot snow drifts, packed into huge heaps by a blustery wind.

Though this could be a description of a picture-postcard Alpine scene, it actually describes the effects of the "Blizzard of '96," the white hurricane that practically shut down the East Coast megalopolis from Boston to Washington, D.C., on Sunday, Monday and Tuesday of the second week of January.

Nevertheless, AT&T people kept essential services going, even though the extreme conditions dictated the closing of AT&T facilities throughout the region.

Those who could work at home did. But some jobs can't wait, and one group of dedicated employees, responsible for monitoring the AT&T Worldwide Intelligent Network, pulled double duty at the Network Operations Center (NOC) in Bedminster, N.J., to cover for their colleagues on the night shift who couldn't make it in.

Employees Respond

One who decided to try to get home and come back the next morning was network manager J.R. Jones.

"I guess I should have slept on a couch at the office," Jones said, after explaining his routine during the storm. "I left the NOC on Sunday at my usual time—4:30 p.m.—and got home at 6 p.m. The snow was piled high, so I shoveled for three hours, then got up at 4 a.m. the

next morning and shoveled another two hours. I drove in behind three snowplows, after explaining to police that I was part of a necessary service."

The network operated perfectly during the storm, though several local exchange companies reported difficulties due to congestion. Monday night, in fact, evening news reports in New Jersey included a request from New Jersey Bell that local residents refrain from making unnecessary calls.

Call volumes on the AT&T network climbed to 20 percent above normal on Sunday evening and remained somewhat above normal on Monday morning, but returned to normal later in the day. AT&T Business Communications Services reported a 15 percent spike in teleconferencing on Monday as the storm raged.

In Manhattan, employees who provide multilanguage sales and service and operator services also felt that being in the office was essential, particularly during this natural disaster.

"Despite the bad conditions, 70 percent of our employees were able to make it in, some of them using pretty creative methods," said Rich Moccia, who manages both offices. "Several asked for rides from the police, and one person walked two miles across the Brooklyn Bridge in the blizzard to get in to the office."

"Our employees feel empathy toward their customers, and know they're providing a very important service," Moccia said. "Many of them are new Americans, like their customers. They know what it's like."

Elsewhere, Life Goes On

Life went on in the rest of the country, however, posing a problem to businesses in the East—how to serve customers who weren't buried in snow and were looking for products and services. The problem was particularly acute at 800-number call centers where employees couldn't get to work.

"We were able to help sev-

eral of our largest clients whom we support with customer care and employee-care services," said Linda Orum, executive director, Account Management, AT&T American Transtech in Jacksonville, Fla. "We took on their overflow calls and helped them stay in business during the storm."

Averitt Express Inc., a trucking company headquartered near Nashville, Tenn., asked for help with incoming 800 customer service calls.

"We took about 1,000 calls for Averitt, in addition to the normal outbound account management we do for them," Orum said. "We worked with the AT&T account team to divert the service to Jacksonville."

Woody Davis, Customer Service vice president, Averitt Express, was pleased with the solution: "As a result of the blizzard of '96, we literally put a disaster recovery plan together on Sunday as we watched it snow. Thanks to the support, commitment, and partner-minded involvement we received from our team at American Transtech and their AT&T contacts, our call center performance was as good if not better than normal operations. It is very comforting to know AT&T is there."

Clairol, National Wildlife Federation, the Dow Jones Co. and AT&T Wireless NY/NJ received similar service.

"Our customers were very appreciative," Orum said. "After all, we're handling the most critical component of their businesses—their customers." ■

FCC Lets Sprint's Deal Proceed with Conditions

BY ANNE WAINSCOTT

THE FEDERAL COMMUNICATIONS Commission (FCC) in December gave the go-ahead for Sprint to sell a 20 percent stake to Deutsche Telekom and France Telecom as long as the two companies take steps to open their markets to foreign competition.

AT&T fought hard on the regulatory front to stop the alliance until both Germany and France opened their predominantly closed telecommunications markets to global competition.

The FCC outlined conditions that all three companies must comply with before the \$4.1 billion deal can go forward. The conditions, similar to the ones imposed by the Justice Department when it cleared the deal last July, are designed to protect competitors and telephone customers in the United States. Namely, Sprint would be barred from adding new phone lines or circuits to provide service between

the United States and France and Germany until those countries allow carriers to hook into networks other than the state-owned phone companies. France and Germany plan such moves by July 1, 1996. Sprint also would be barred from accepting any special concessions from Deutsche Telekom or France Telecom.

In a written statement, AT&T said the action imposing conditions on the Sprint venture should help accomplish the FCC's goal of stimulating competition domestically and encouraging the opening of foreign telecommunications markets to competition. "With vigorous oversight and enforcement of the conditions by the FCC—and the fulfillment of the stated intent of the French and Germans to open their markets—we look forward to the opportunity to bring the benefits of competition to the French and German markets," the statement read. ■



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